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TO: C/Acting Director for Headquarters Operations

FROM: C/Chairperson, Headquarters Exchange Council

SUBJECT: Headquarters Exchange Council Fiscal Year 2002 Annual Report and

Fiscal Year 2003 Management Plan

The enclosed document provides a summary of the Headquarters (HQ) Exchange Council's activities in Fiscal Year (FY) 2002, and planned activities for Fiscal Year 2003. The past year was a difficult one for the Headquarters Exchange Council. The events of September 11, 2001, and its aftermath, had serious consequences for the HQ Exchange Council as well as all of the other NASA Exchange Councils. In fact, some Centers closed their gift or exchange stores entirely. All stores later reopened with the exception of Dryden's. The HQ Exchange Store struggled through many uncertain months. But through drastic measures and the patronage of the HQ employees, the store remained open. It appears that we have turned the corner on the difficult times, however, the financial impact on the Exchange Council has been significant.

As a result, the HQ Exchange drastically cut the social budget by over 50% and eliminated all but the major NASA HQ events such as the holiday celebration, the annual picnic, the golf tournament, and the crab feast. The Council did manage to maintain community outreach activities and some other employee services.

The entire Council became intimately involved in improving our financial condition, which really helped us work together to maintain financial solvency. Although the Council is beginning to rebound, we are still concerned about the financial situation as is reflected in our FY 2003 plan.

For your planning purposes, tentative Council activities for the year (Enclosure 1) are included in the enclosed plan (Enclosure 2). As we have experienced in the past year, Exchange Council events are subject to change based upon the security considerations of the building. Therefore, I would strongly encourage you and your code to use the Exchange Council web site, read the twice-weekly Infocom notices or contact a council member for details of the upcoming events. The URL is http://www.hq.nasa.gov/exchange and it is also on the NASA Headquarters "Inside HQ" web page.

I would like to recognize and thank the HQ employees for giving special attention to the Exchange Store. The Exchange Store is the primary source for the way the Exchange Council raises funds for all of its activities; they in turn, benefit the HQ population and the local community.

If you have any questions or need additional information, please do not hesitate to contact any member of the Council. We appreciate your continuing support of the Council's activities.

Christopher T. Jedrey

2 Enclosures

Exchange Council Members:

BF/Ms. Marks

CF/Ms. Randall

CP/Ms. Winslow

G/Ms. Moore

H/Ms. Marucci

L/Ms. Gonzalez

M/Ms. Croson

M/Mr. Kelly

Q/Ms. Burch

Q/Ms. Pavlik

Y/Ms. D. Johnson

Y/Ms. White

X/Ms. Moore

CC:

AD/Mr. Gregory

AI/Dr. Mulville

AA/Mr. Stadd

AB/Mr. Jennings

AC/Gen. Armstrong

AE/Mr. Bradley

AF/ Mr. Reck (Acting)

AG/Mr. Ciganer

AM/Dr. Williams

AO/Mr. Strassmann (Acting)

AS/Dr. Lucid

B/Ms. Brown

C/Mr. Sullivan (Acting)

E/Mr. Reese

F/Mr. Novak

G/Mr. Pastorek

H/Mr. Luedtke

I/Mr. Schumacher

J/Mr. Sutton

K/Mr. Thomas

L/Mr. Horner

M/Mr. Readdy

P/Mr. Mahone

Q/Mr. O'Connor

R/Dr. Creedon

S/Dr. Weiler

U/Ms. Kicza

W/Mr. Cobb

X/Mr. Saleeba

Y/Dr. Asrar

Directors, NASA Centers:

ARC/Dr. McDonald

DFRC/Mr. Petersen

GRC/Mr. Campbell

GSFC/Mr. Diaz

JSC/Gen. Howell

KSC/Mr. Bridges

LaRC/Mr. Freeman (Acting)

MSFC/Mr. Stephenson

SSC/Mr. Parsons

Director, Jet Propulsion Laboratory:

Dr. Elachi

NASA Headquarters Exchange Council Fiscal Year (FY) 2002 Annual Report And FY 2003 Management Plan

Introduction

The Headquarters Exchange Council, chartered by the Associate Administrator for Headquarters Operations, is a Government instrument empowered to operate under the terms of NASA Policy Directive (NPD) 9050.6F. The Council is comprised of appointed representatives from Headquarters (HQ) organizations and committed to serving its customers. All members of the Council serve nominal two-year terms of office; terms may be extended. The Council members for the upcoming FY are:

<u>Membership</u>	<u>Term</u>
Chris Jedrey (Chairman)	2000-2003
Rita Moore	1994-2003
Debra Randall	1994-2003
Susan Burch	1997-2003
Juli Croson	1998-2004
Susie Marucci	2000-2003
Karen White (Store Ops Manager)	2000-2003
Darwina Marks	2000-2003
Diane Johnson (Assistant Ops Manager)	2000-2003
Margaret Pavlik (Treasurer)	2001-2003
Patrick Kelly	2001-2003
Lena Moore (Assistant Treasurer)	2001-2003
Terri Gonzalez	2002-2004
Walita Winslow	2002-2004

Mission

Consistent with the NPD, the Council's mission is as follows:

"The NASA Headquarters Exchange Council will initiate and promote activities that contribute to the quality of life, welfare, and morale of NASA Headquarters personnel."

To achieve this Mission the Council will:

- Provide oversight and guidance to the retail store
- Sponsor social and recreational functions
- Reach out to the Headquarters community by sponsoring activities such as blood drives, NASA Scholarships, Disaster Relief, etc.
- Promote educational opportunities at Headquarters
- Report to NASA Management on Council activities

- Solicit input and encourage participation from the HQ workforce-at-large in planning and implementing activities and events
- Maximize use of existing processes, and use new and creative approaches to communicate planned activities and events
- Benchmark successful exchange/retail operations and seek to emulate their best practices
- Continually review activities and services to be responsive to customer's needs

NASA Headquarters Exchange Council FY 2002 Activities/Accomplishments

The Exchange Council began an intensive review of the merchandise in the Store. Given the limited customer base during periods of heightened security, the Council focused on products that the HQ community would find highly desirable. Although we used to have a nice amount of "walk-in" traffic of tourists and other visitors, this vanished with the security changes. The Council has recognized that we must increase that quality and quantity of merchandise and services in order to remain financially viable.

Council Management

- Improved advertising by using new technologies
- Eliminated the number of Council activities
- Conducted intensive financial management reviews
- Conducted a full scope audit (Price Waterhouse Coopers) and contracted for a full scope audit for FY 2002
- Began a review of the store operations to greatly improve operations, products, and items for employees
- Implemented an HQ customer survey for the Store (electronic and manual)
- Maintained and improved the Exchange Council Web site
- Responded to and closed eighteen Inspector General Report recommendations on the Headquarters Exchange Council
- Finalized and issued the Exchange Council Policy and Procedures in accordance with NPD 9050.6
- Provided morale enhancing activities with very limited resources
- Established a Product Task Group to research Store merchandise
- Improved store merchandise in all areas: quality, selection, and price
- Continued to be responsive to customer needs
- Converted to Digital Camera photography

- Planned an off-site retreat held in May 2002
- Create two new positions: Assistant Treasurer and Assistant Store Operations Manager to relieve workload, provide back up, and provide succession planning
- Initiated web and phone Exchange Store sales

Community Outreach

- HQ team for Greater D.C. Cares Servathon
- Jubilee Jobs/Bread for the City
- National "Take Your Daughter to Work" Day
- Thanksgiving canned food drive for the Salvation Army
- NASA College Scholarship Fund
- HQs Blood Drives
- Holiday Activities: a collection for Toys for Tots, a food drive for the Salvation Army, and a funding contest (over \$1,400) for So Others Might Eat (SOME)
- National Children Scholar's Program
- Eye glasses, cell phones and travel size toiletries) donations

Services and Social Events

- Offered discounts to amusement parks: Kings Dominion, Renaissance Festival Magic Kingdom, and Six Flags Great Adventure
- HQ Lobby Vendors:
 - Jewelry
 - Cellular Phones
 - Book Fairs
 - Silk Flowers, Crafts, and Gift Items
 - Paintings/Framed Art
 - Clothing
 - Ceramics
 - Leather Goods
- Massage Therapy
- Yoga
- Spring and Fall Golf Tournaments
- Annual Family Picnic
- Annual Crab Feast
- Annual December Holiday Reception and Associated Activities
- Pecan Sale

- Ice Cream Social
- Boy Scout Orchid Sale
- NASA Day at King's Dominion
- Children's Holiday Party
- Yoga Classes
- NASA Day at Maryland University Football

FY 2003 Council Goals

The overarching goals of the Council are to:

- Expand and increase participation in social/educational/recreational activities.
- Continue to make a profit in the store in order to sponsor events for HQ employees.
- Conduct activities in an ethical, professional, legal, and financially sound manner; with focus on customer service, quality, and cost effectiveness.
- Conduct Customer surveys for the Store and Council events.
- Continue the review of the store operations.
- Pursue merchandise changes to enhance customer satisfaction.
- Maintain and improve marketing strategies.
- Pursue bar code scanning for the Exchange Store.
- Continue to recruit new members and volunteers that are recognized for their high quality performance and dedication to the HQ culture and its workforce.
- Continue to maintain Council records and document operating procedures for routine events in a central location and electronically.

NASA Headquarters Exchange Council FY 2003 Planned Events, Services, and Activities

* Popcorn Social October 1, 2002 * Halloween Costume Contest October 31, 2002 * Pecan Sale November 14, 2002

* Salvation Army Food Drives November/December 2002

* Funds Collection for So Others Might Eat (SOME)
 * Toys for Tots Drive
 * Children's Holiday Party with GEWA
 * Holiday Reception
 December 2002
 December 2002
 December 12, 2002

* Dinner Dance
* Coffee and Doughnut Social
* Saint Patrick's Day Social
* Servathon
* Picnic
* Ice Cream Social
* Spring 2003
April 16, 200
March 17, 2003
May 2003
June14, 2003
September 2003

* Crab Feast
 * Spring and Fall Golf Outings
 * NASA Scholarship Program
 * Boy Scout Orchid Sale
 August 2003
 May/October 2003
 Spring 2003
 Spring 2003

* Bus Trip(s) Spring/Summer 2003

* NASA teams for charity events

* Vendor Sales

* Dongoing

* Vendor Sales

* Dongoing

* Book Fairs

* Massage Therapy

* Representation Facility

* Blood Drive Refreshments

* Cellular Phone Vendors

* Discount facility

* Discount facility

* Ongoing

* Cellular Phone Vendors

* Discount facility

* Ongoing

* Discounted Tickets

* Clothing Drives

* Eyeglass, cell phone and toiletries donations

* Yoga

* Ongoing
Ongoing
Ongoing